



*Amusement Rides*

PHONE (Buffalo) LUdlow 4300

**ALLAN HERSCHELL COMPANY INC.**

and

**THE MINIATURE TRAIN CO.** *Division*



104 OLIVER STREET

NORTH TONAWANDA, NEW YORK

August, 1957

Dear Customers:

It is with a great deal of pride and pleasure that we enclose our latest catalog of Allan Herschell and Miniature Train Company rides and equipment, the finest and the most complete in our 77-year history.

We would like to call your attention to the several new rides listed for the first time in this catalog.

The Helicopter is our hottest ride. All owners report lines of customers waiting to ride at all times. Although the Helicopter was designed as an intermediate ride, all reports show adults riding in large numbers, and some operators are pricing Helicopter tickets as a major ride. Sky Fighter owners will be pleased to learn that Art Fritz of Chicago says his Helicopter has not affected his excellent Sky Fighter business.

The new Roadway Ride has proven to be a smash success. Mr. W. M. Corbett of Crystal Beach, North Carolina, says, "The Roadway Ride immediately became our top kiddie ride with an unbelievable repeat business."

Our new Rodeo Ride combines the tried and true Merry-Go-Round horses with a new concept of ride design and has many happy and satisfied owners.

Although this is the third year for our Twister, we believe the tremendous public reception to this major ride should be brought to your attention. George P. Sollenberger of the World of Mirth Shows states that their Twister was top money at every fair they played. Bob Bollinger, Oaks Amusement Park, says it is top ride in his park.

Mr. F. E. Gooding has just taken delivery of his fourth Allan Herschell all-steel Merry-Go-Round.

This new catalog and price list supersede all prior information, and we suggest you discard your old catalog. Due to recent increases in material costs and our current labor contract negotiation, it is necessary to accept orders for delivery after November 1, 1957, at prices in effect at time of shipment.

We sincerely hope you will enjoy reading our new catalog and that we may have the pleasure of serving you.

Sincerely,

ALLAN HERSCHELL COMPANY, INC.,

*Lyndon Wilson*  
Lyndon Wilson  
President

LW:jn  
Encls.



# NEW FROM ALLAN HERSHELL

## STEREO *Music Miracle*



The new Allan Herschell Stereo Music Miracle brings stereophonic music right in your park . . . all the traditional music that goes with Merry-Go-Rounds and other amusement rides reproduced so faithfully you would think a band organ was playing for you.

Walk around the Stereo Music Miracle! Wherever you stand, the lilting music is heard without distortion. It will keep your customers happy, keep them riding your rides.

The Stereo Music Miracle has *two* cabinets, one master and one extension with stereo 360° around. There is a dual channel stereo G.E. 40-watt amplifier and four 12-inch, full range speakers. The Viking cartridge tape deck with half-track stereo head will play one full hour of tunes, repeating automatically until you turn it off.

**SPECIFICATIONS:** Height, 40"; width, 32"; depth, 19" for each cabinet. Weight, 160 lbs. for both.

**PRICE:** \$795 F.O.B. factory. Price includes one Allan Herschell continuous-play stereo band organ music cartridge and two padded canvas covers.



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**ALLAN HERSHELL**  
COMPANY, INC.

**"World's Largest Manufacturer of Amusement Rides"**

1165 CLINTON ST. • BOX 465 • BUFFALO 5, N. Y. • PHONE: TA 5-8300





## ROLLER COASTER RIDE

The new model Allan Herschell Roller Coaster offers exciting changes. All curves have been banked for greater speed and added thrills. The height has been increased to more than 13 feet track level at the top of the hill. New vehicles have greater flash and a proven Mad Mouse type undercarriage for more safety and trouble-free operation. Best of all, the width of the new Roller Coaster has been reduced by 19 feet to permit operation in more restricted areas.

With the banked curves and faster action the Roller Coaster becomes one of the most thrilling rides on any midway

yet it is safe for even the little tots. The positive action lap safety bar offers equal protection to both adults and children. Large 6-1/2" hardened steel guide-rollers on Timken bearings control the side thrust of the cars. The rugged undercarriage provides the maximum safety and ease of maintenance. Heavy spring-loaded pick-up dogs permit smooth engagement of vehicles to pull-up chain.

The Roller Coaster is easy to erect, dismantle and transport. Four men can set it up in 3-4 hours. Watch the profits grow when you add a new Allan Herschell Roller Coaster to your park or carnival.



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# ROLLER COASTER RIDE

Newly designed vehicle is constructed of welded steel covered with heavy gauge aluminum, colorfully decorated. Aluminum seats and back. Positive safety lap-bar, quickly engaged and disengaged by operator. Full adult capacity for greater profits.



## S P E C I F I C A T I O N S

### SIZE AND WEIGHT

Roller Coaster and loading platform occupy an area 33' x 108'. Ground area enclosed by Roller Coaster may be used for a Brownie Tractor track with entrance between the high jackstands. Crated weight of ride is approximately 12,000 lbs.

### CAPACITY

Roller Coaster train has three vehicles as standard equipment with fourth vehicle and platform extension available as optional equipment. Each vehicle has comfortable room for four adults or 6 children. Operating cycle of 1-1/2 minutes for three times around permits an hourly capacity of 720 riders.

### PULL-UP MECHANISM

Consists of 7-1/2 HP, three-phase or single phase electric motor with push button control. If desired, ride may be furnished with 21-1/2 HP gasoline engine. Pull-up is fast, rugged, safe and fool-proof . . . requires a minimum of maintenance. Spring shock-absorbing dogs on vehicles permit a smooth and gentle engagement with pull-up chain.

### CONSTRUCTION

Loading platform constructed with steel framework and seasoned lumber with wide entrance and exit ramps for safety. Steel adjustable jackstands provide firm support for the steel tracks which are secured by means of a fast positive locking device. Vehicles are strongly built of steel framework covered with heavy-gauge sheet aluminum and all seats equipped with positive action safety lap-bars. Chassis of vehicles is rugged Mad-Mouse type construction with large steel ball bearing track wheels. Spring-mounted center pick-up dogs, anti-rollback safety dogs, four flame hardened alloy steel thrust wheels and under-track safety fingers provide fool-proof operation and maximum safety. All wheels and rollers are mounted on anti-friction bearings for long and trouble-free life. Electrical wiring is rubber-covered with quick disconnectors for maximum portability.

### LIGHTING

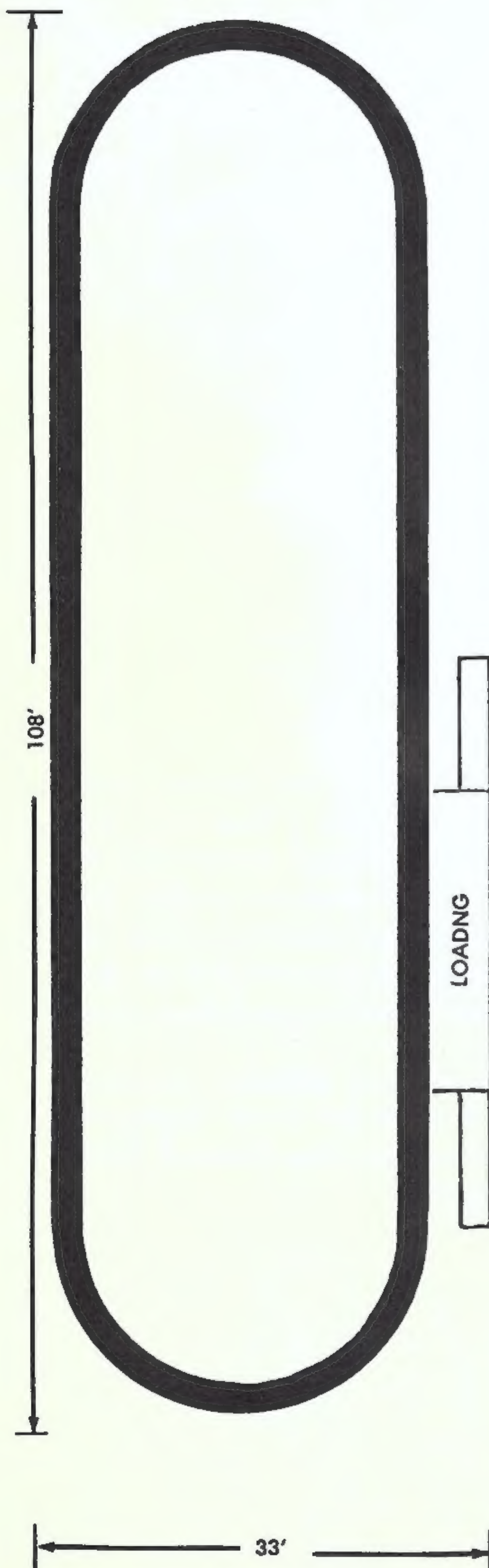
Loading platform is brilliantly lighted with four 150-watt floodlamps. Large attractive electric sign is mounted over high pull-up arch. Steel light towers 11'-7" high with five 150-watt top mounted floodlights available as accessory equipment if desired.

### PORTABILITY

Entire ride can be set up ready for operation by four men in 3-4 hours. Ride loads easily in 18 foot truck or trailer.

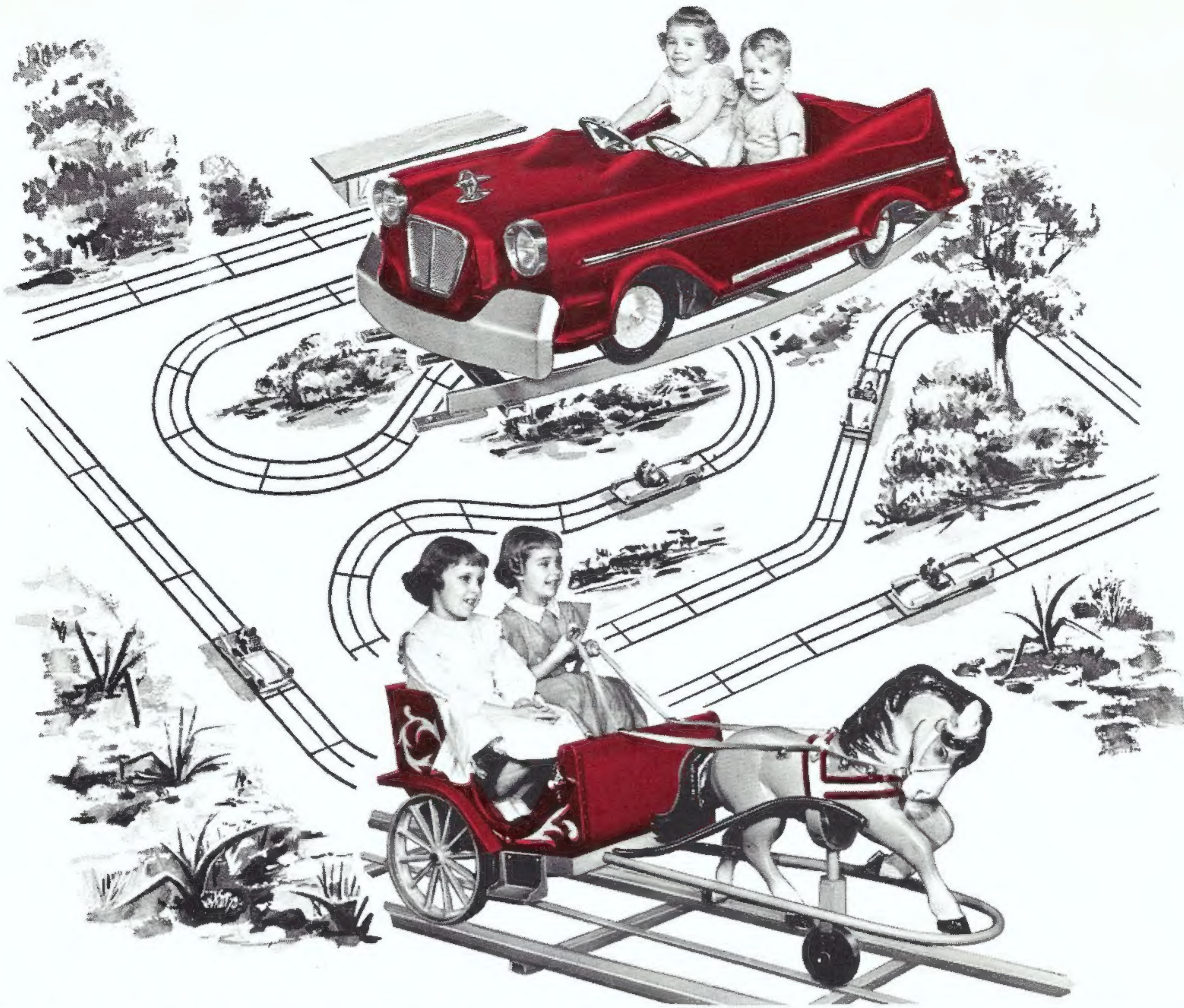
### STANDARD EQUIPMENT

Ride is shipped complete with all operating controls, loading platform, electric sign, canvas canopy, canvas car covers, crates and all tools required for erection. Three row chain fence 3' high to surround ride is available as accessory equipment if desired. Steel light towers with cluster mounted 150-watt floodlamps also available as accessory equipment.



New model Roller Coaster requires space of only 33' x 108'. Area inside track may be used for Brownie Tractor ride with entrance under pull-up arch.





# ELECTRIC PONY CART and ROADWAY RIDES

Allan Herschell has done it again! The outstanding success of the Roadway Ride in parks and carnivals has led to the creation of the brand new Electric Pony Cart Ride. Both the smartly styled and popular Roadway auto vehicles and the new Pony Cart vehicles use the same all-steel portable track.

The Pony Cart will accommodate adults as well as children in the roomy and appealing vehicles. The brilliantly painted carts draw the youngsters and they love to ride again and again to "drive" the pony and ring the bells. There is no shock hazard in the 32 volt system and the low voltage permits a simple, safe and trouble-free electric pick-up.

All track is complete when it leaves the factory and the interchangeable sections permit a rapid set-up. Four of the many different standard layouts are illustrated on the reverse page. Custom track designs are available to suit any size location. Most of the designs permit loading areas on several optional sides of the layout to provide flexibility for portable operations in restricted spaces.

Since both the Roadway and Electric Pony Cart operate on the same track the vehicles may be interchanged as a group to create an entirely new ride on existing Roadway track. Each of these great Allan Herschell rides has the appeal, capacity and trouble-free operation that make them a profitable addition to your operation.



*Amusement Rides*

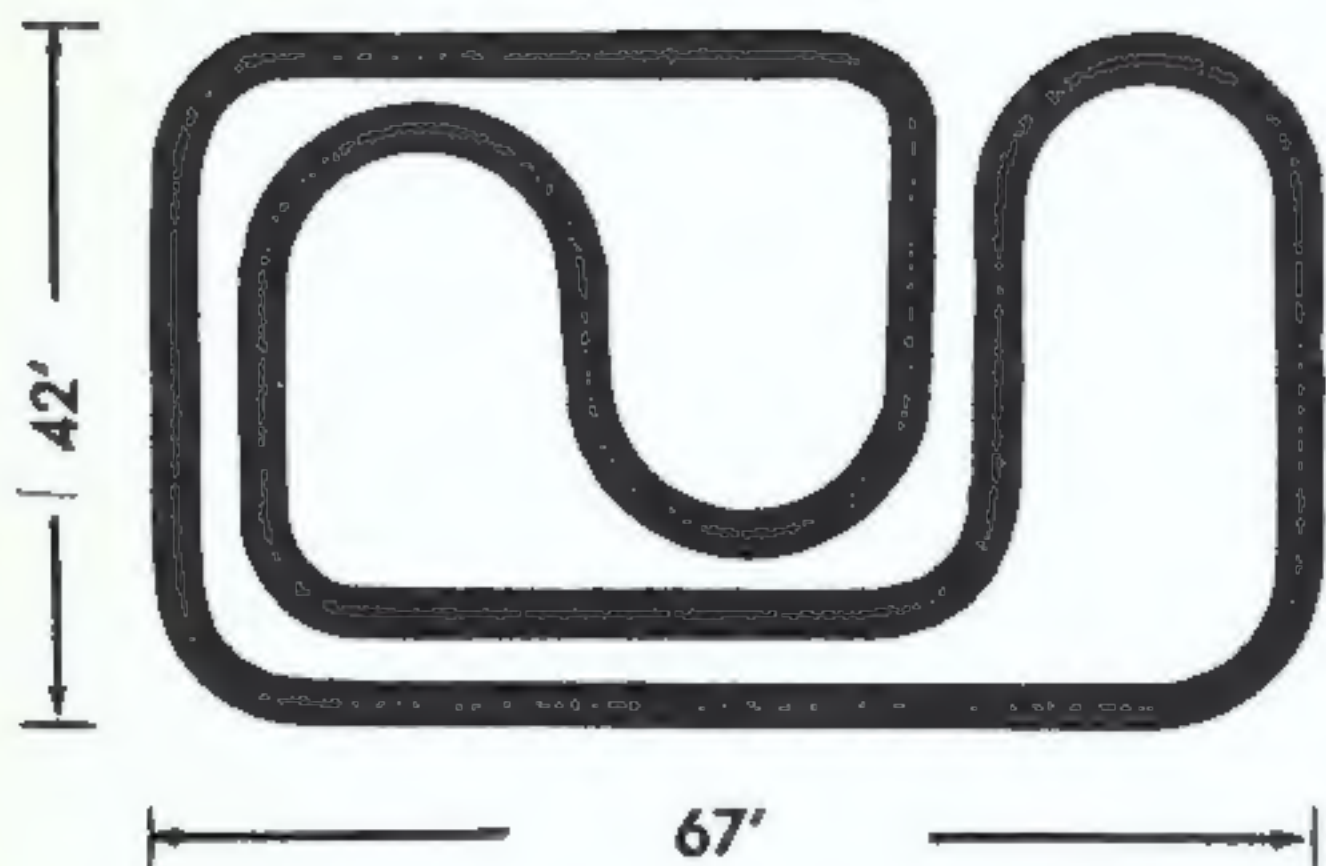
**ALLAN HERSHELL**  
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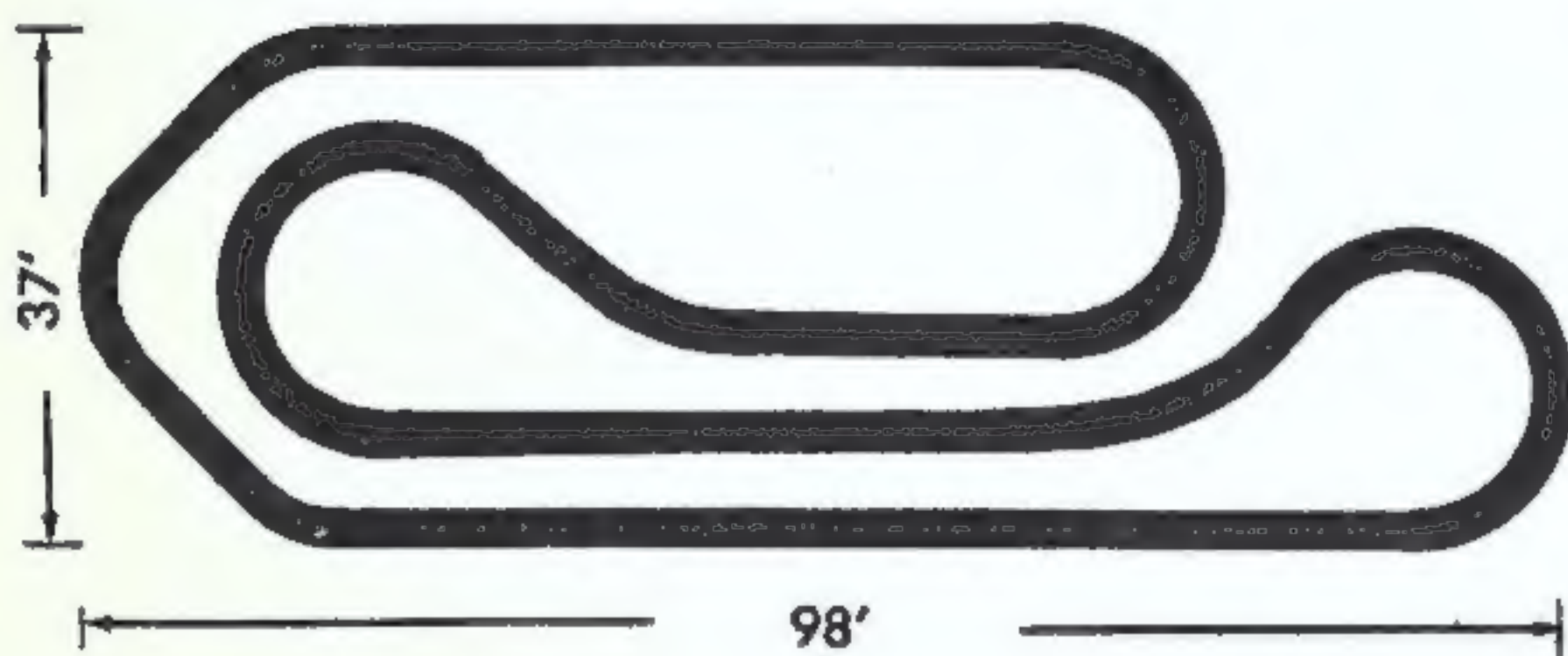


# ELECTRIC PONY CART and ROADWAY RIDES

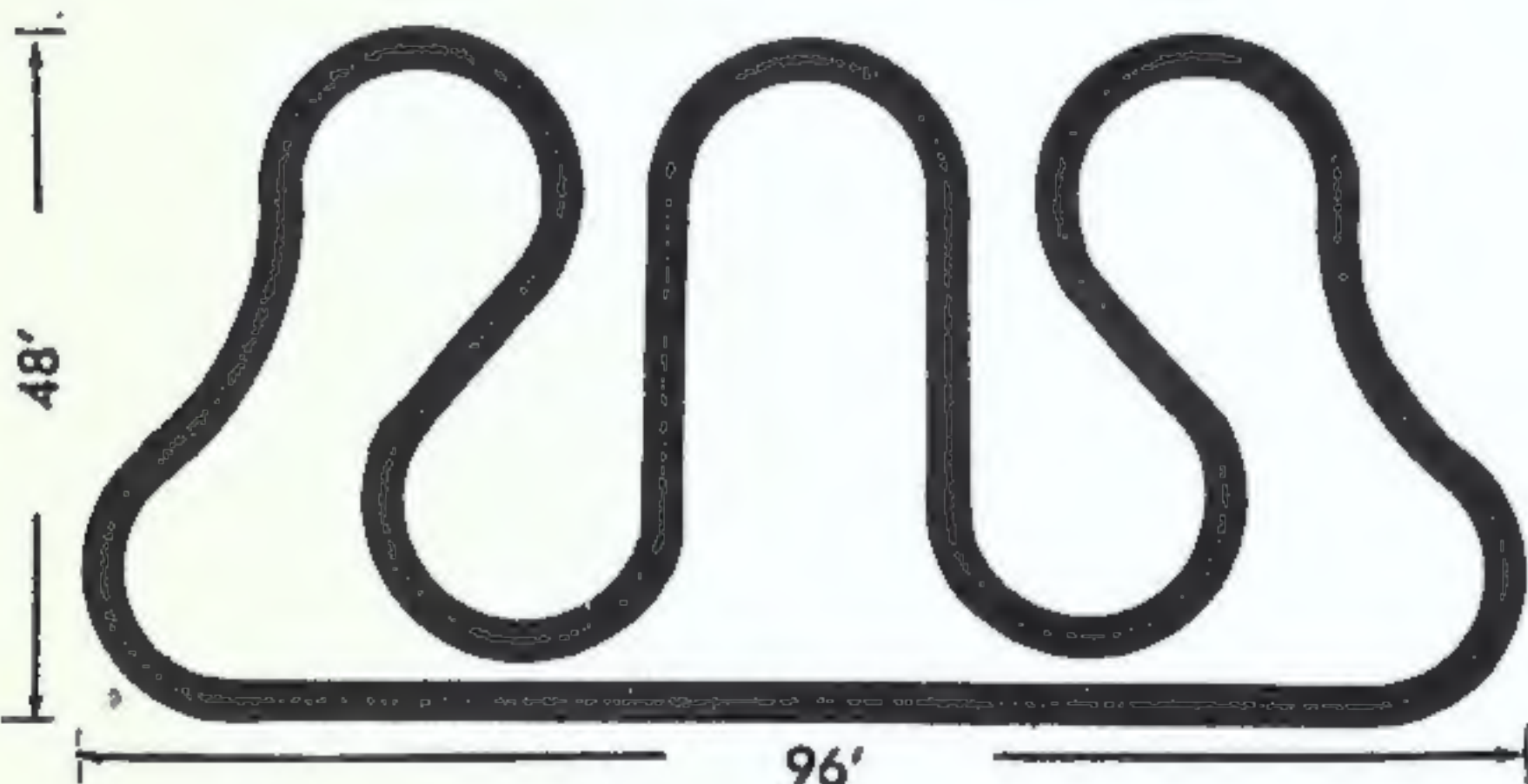
## SPECIFICATIONS



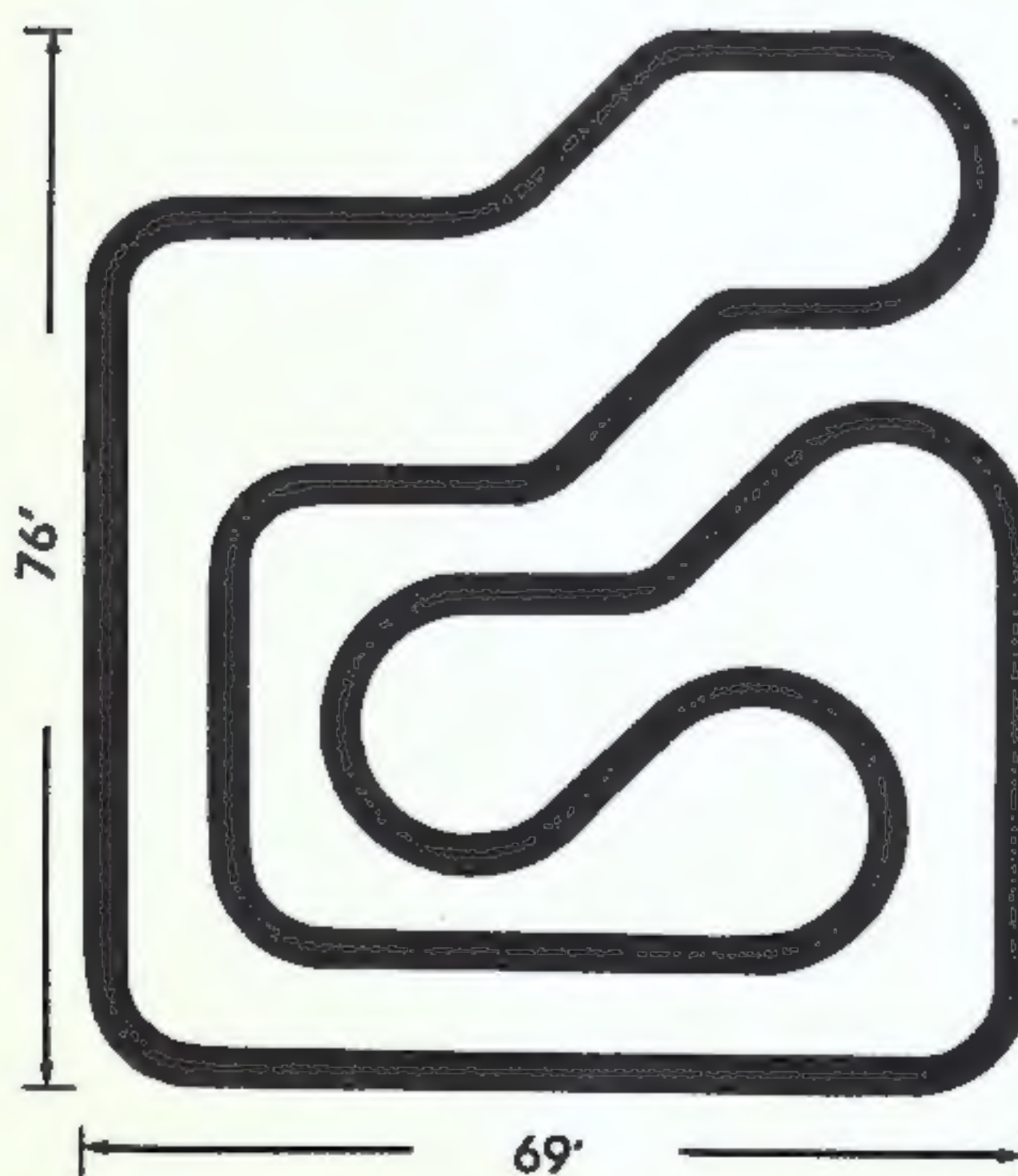
KH-174 48 Second Ride — 4 Vehicles



KH-47 50 Second Ride — 4 Vehicles



KH-48 50 Second Ride — 5 Vehicles



KH-51 1 minute and 5 Second Ride - 6 Vehicles

Additional Standard and Custom Layouts Available

Four of the many standard track layouts are illustrated. Note that loading areas may be placed in any of several locations to fit space requirements. Special track layouts may be designed to fit unusual areas.

### SIZE OF VEHICLES

#### PONY CART RIDE

Width ----- 30"  
Length ----- 78"  
Height ----- 32"  
Seat width ----- 28"

#### ROADWAY RIDE

Width ----- 34"  
Length ----- 79"  
Height ----- 21"  
Seat width ----- 27"

### CAPACITY

1 adult and 1 child  
or  
2 children

2 children

Time cycle of ride depends on track layout used. Standard layouts vary from 4 vehicles with 48 second ride to 7 vehicles with 1-1/2 minute ride once around. Hourly capacity depends upon track layout used and number of vehicles.

### CONSTRUCTION OF VEHICLES

**ROADWAY** — One piece Royalite body mounted on rugged steel chassis. Two steering wheels with operating horn buttons and illuminated headlights and tail light. All wheels contact track for authentic appearance.

**PONY CART** — Heavy gauge aluminum body mounted on strong steel chassis. Leather reins to brilliantly painted cast aluminum pony, illuminated clearance lamps and operating bells.

All vehicles are powered with 32 volt, 60 cycle electric motors driving both flame hardened rear wheels with roller chain drive. Vehicles are guided by anti-friction hardened rear rollers and flame hardened steel ball bearing grooved front wheel operating from the third rail of the track. Low voltage electric pick-up shoes operate on machined surfaces for long and trouble-free life. All vehicles are furnished with canvas night covers.

### TRACK

By utilizing combinations of only three different track sections, nine standard layouts are available with ride lengths from 332 feet to 632 feet to fit different space requirements. Standard track layouts accommodate four to seven vehicles depending on length of track. Loading zones may be placed on sides or ends of most layouts. Custom designed track layouts using standard track sections available to fit unusual areas. Interchangeable steel track sections permit faster ride erection and all track is complete and ready to operate when shipped.

### ELECTRICAL CONTROLS

Separate controls in all-weather control box energize track in three sections of loading area with one control for balance of ride. 9-1/2 KVA transformer reduces electric current to safe 32 volts. Necessary wiring from transformer to track and transformer to control box is provided.

### PORTABILITY

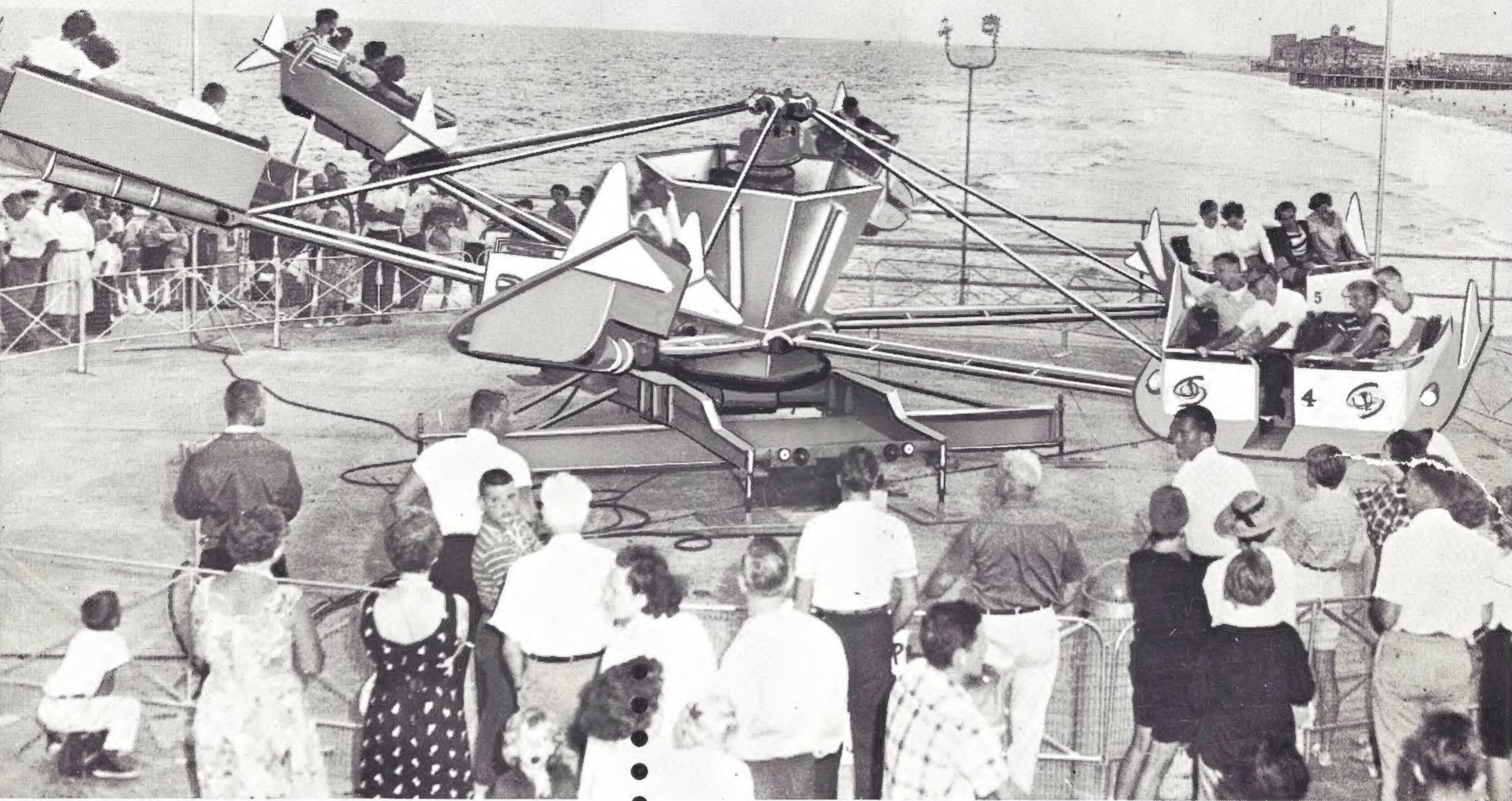
Both rides are very portable with new standard track sections permitting faster set-up. Truck space depends upon length of track layout and number of vehicles. Two men can erect rides ready for operation in 3 hours.

### ACCESSORY EQUIPMENT

Steel light towers are available as accessory equipment if desired.



# Jumpin' Jupiter



## A NEW Major RIDE

Your customers will thrill to the Allan Herschell Jumpin' Jupiter with its dipping and diving motion. Operator can give them a smooth, undulating ride, or, by means of the controllable cam, he can give them a real thrill ride, tossing them up into the air so that they momentarily leave their seats.

At night, the Jumpin' Jupiter takes on added excitement as it does its dipsy-doodles in the darkness. The cars leap up into the night with their sealed beam spotlights piercing the darkness.

The Jumpin' Jupiter is modern, colorful, spectacular; ruggedly built and easily maintained. Easy to operate; fast loading and unloading.

It's a high-profit ride for your park or carnival. Order now for 1961.

**ALLAN HERSCHELL**  
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*Amusement Rides*

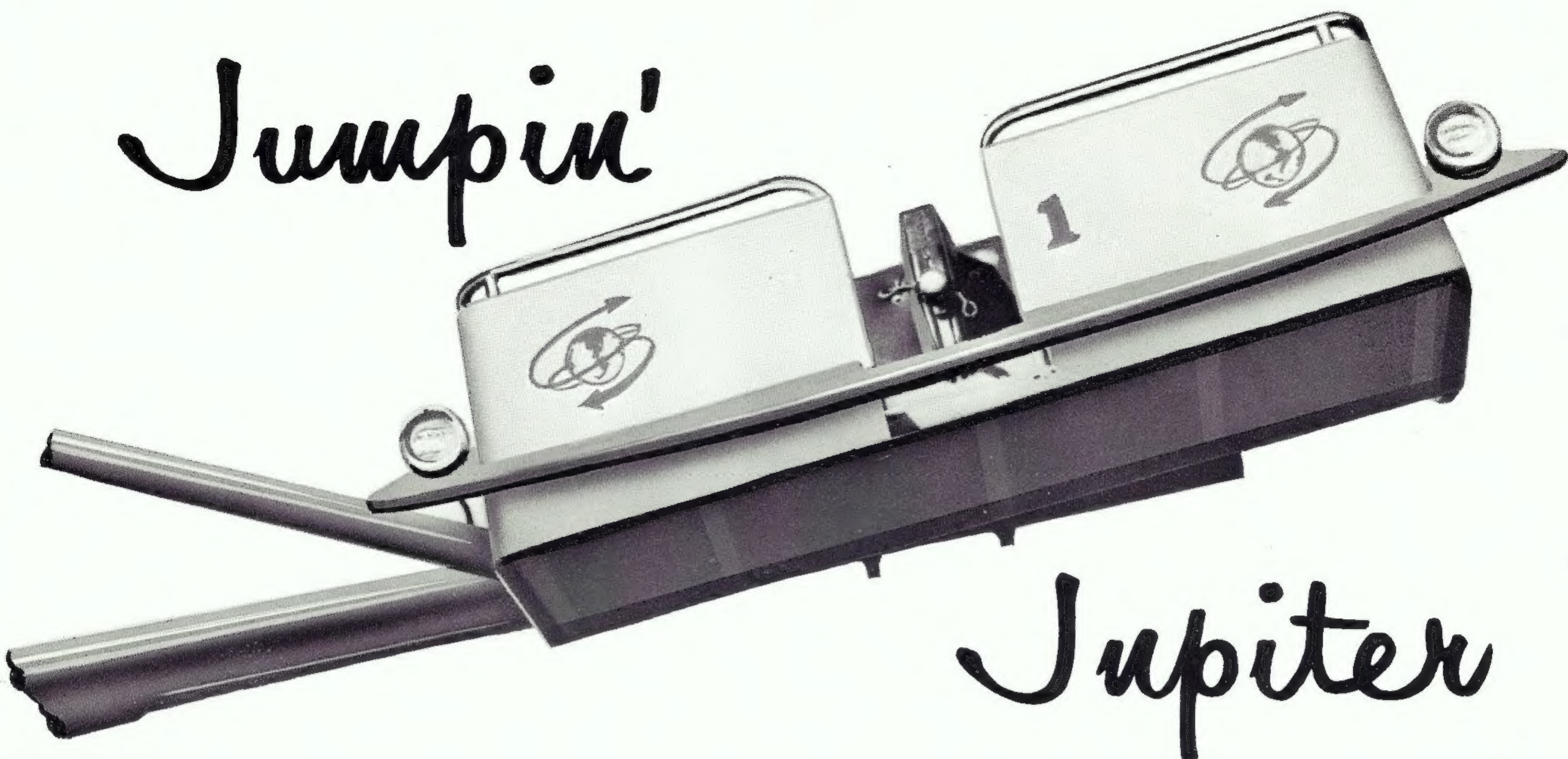


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# Jumpin'



# Jupiter

## SPECIFICATIONS

### SIZE & WEIGHT

Occupies space 47' x 47' including fence

Gross weight trailer 9,000#

Weight — balance of Ride 10,560#

### CAPACITY

6 cars — 24 adults or 36 children.

### DRIVE MECHANISM

Powered by 2 10-H.P. fluid drive 208 or 240/440V 3 phase electric motors with electric brakes.

One motor drives heavy duty worm gear reducer through V-belts, with chain drive to rotate center of drive. Other motor mounted at top of eccentric cam actuates vertical movement of cars. Ride started and stopped by timer and magnetic motor starter located in all-weather cast aluminum control box. Motors can be reversed individually to provide full range from mild to active ride.

### CONSTRUCTION

Entire drive built into rugged I beam center, which serves as frame for trailer mounting. Hexagonal rotating center, hexagonal tie rod mount, and eccentric cam drive revolve on separate heavy duty Timken bearings. Alloy steel tie rods, and sleeved tubu-

lar steel sweeps support vehicles. "Out of this world" cars are constructed of aluminum sheet on tubular steel framing, and are upholstered for passenger comfort.

### LIGHTING

Two sealed beam spotlights on each car provide spectacular revolving "pin wheel" light pattern and flash. Fluorescent tubes on center light up the ride.

### DECORATION

Space-styled, brilliantly-painted cars provide outstanding flash.

### PORTABILITY

Entire ride can be loaded on 16' stake truck with center drive pulled on built-in spring mounted trailer. Trailer mounting allows four-man setup in four hours and less for tear down.

### STANDARD EQUIPMENT

Canvas car cover and tubular rail fence, all necessary crates and tools are included.

### ACCESSORY EQUIPMENT

Light standards with cluster of 5 150-watt flood lamps and knockdown ticket box also available.



# ALLAN HERSCHELL COMPANY INC.

NORTH TONAWANDA, N. Y.

## RIDE PRICES

Effective February 15, 1957

RIDE	BASIC RIDE consisting of Drive, Sweeps, Timer, Vehicles, Tools, and Center Cover	COMPLETE RIDE
Kiddie Auto.....	\$3,900.00.....	\$4,990.00
Kiddie Boat.....	2,775.00.....	4,990.00
Kiddie Buggy.....	3,900.00.....	4,990.00
Kiddie Tank.....	3,825.00.....	4,990.00
Jolly Caterpillar.....		4,990.00
Sky Fighter.....	5,225.00.....	5,675.00
Carrousel—Kiddie.....		6,750.00
Rodeo.....	5,875.00.....	6,990.00
Roadway—Standard Track Layout		
Two Lane.....		5,415.00
Four Lane—Short.....		6,115.00
Four Lane—Long.....		6,770.00
Six Lane.....		6,625.00
Roller Coaster—52'0" x 102'0"		
Equipped with Single Phase Electric Motor or Gasoline Engine.....		8,450.00
Equipped with Three Phase Electric Motor.....		8,250.00
Roller Coaster—36'5" x 102'0"		
Equipped with Single Phase Electric Motor or Gasoline Engine.....		8,310.00
Equipped with Three Phase Electric Motor.....		8,110.00
Helicopter		
Equipped with Single Phase Electric Motor.....		10,950.00
Equipped with Three Phase Electric Motor.....		10,750.00
Carrousel—36' 20 Jumping Horses.....		14,500.00
Carrousel—36' 30 Jumping Horses.....		16,450.00
Carrousel—45' 60 Jumping Horses.....		32,500.00
Twister.....		21,500.00
Caterpillar.....		29,950.00

### TERMS—F.O.B. North Tonawanda, N. Y.

Cash Basis—10% Deposit to accompany Order. Balance—Net Cash at time of Shipment.

Finance Plan—10% Deposit to accompany Order. 23 1/3 At time of Shipment. Time Balance (Unpaid Balance plus Time Price Differential) by Note maturing over three operating Seasons, and secured by Conditional Sales Contract.

Set-Up Charges—Factory Representative if engaged to supervise erection of Rides—\$27.00 per day Portal to Portal plus Travel and Subsistence Expense.

### ACCESSORIES

Merri-Org (phonograph).....	\$595.00
Band Organ Records 78 R.P.M.....	1.50
Band Organ Tunes on playback tape.....	20.00
Ticket Office.....	450.00
Light Tower.....	89.00
Roller Coaster Car, complete with canvas cover.....	795.00
Fence for Roller Coaster.....	250.00
Fence—Sectional (Per Section 7'9" long, 3' high).....	22.00
Track for Jolly Caterpillar.....	400.00

*Prices Subject to Change Without Notice*



# MINIATURE TRAIN DIVISION

## ALLAN HERSCHELL COMPANY INC.

North Tonawanda, New York

### TRAIN AND ACCESSORY PRICES

Effective November 20, 1956

#### G-12 KIDDIE TRAIN (For portable as well as permanent installations)

G-12 STREAMLINER	Complete with 1 LOCOMOTIVE, 2 CENTER COACHES, 1 OBSERVATION COACH, TRUCKS and 270 feet prefabricated sectional steel TRACK. Capacity 14 children.....	\$ 3,785.00
ADDITIONAL COACH	Complete with TRUCK, (Locomotive has reserve power to pull up to three additional coaches.) Each	330.00
TRACK FOR G-12	Straight Sections 5' and 10' lengths. Per foot.....	1.25
TRACK FOR G-12	Curved Sections (12 sections compose a complete circle of 30' diameter.) Per section.....	12.00
TURNOUT SWITCH for G-12	Furnished for left or right hand. Each.....	75.00

#### G-16 ADULT TRAINS (See reverse side for details)

G-16 COMMUTER.....	\$ 9,325.00
G-16 SUBURBAN.....	10,925.00
G-16 LIMITED.....	18,500.00
G-16 TRANSCONTINENTAL.....	28,550.00

(Coach openings may be specified for either right or left hand loading)

(Trains may be painted and stencilled to specifications)

LOCOMOTIVE "A" (lead)	Unit .....	5,975.00
LOCOMOTIVE "B" (booster)	Unit .....	5,250.00
ADDITIONAL CENTER COACH	Complete with TRUCKS. Capacity 12 adults.....	1,600.00
OBSERVATION COACH	Complete with TRUCKS. Capacity 12 adults.....	1,750.00
TURNOUT SWITCH for G-16	Complete with control stand, right or left hand in 14", 15" or 16" gauge. Each.....	227.50
HYDRAULIC HOIST for G-16	Complete with CONTROLS.....	387.50
WORK CAR	For 14", 15" or 16" gauge track.....	385.00

#### ACCESSORIES (For all Miniature Train installations)

CROSSING SIGNAL	Complete with AUTOMATIC CONTROLS. Stationary or portable models.....	249.50
BLOCK SIGNAL	Complete with AUTOMATIC CONTROLS. Stationary or portable models.....	110.00
TRACK GAUGE INDICATOR	Shows gauge and bank of track. Specify for 14", 15", 16" or 24" gauge track.....	80.00
ZIG-ZAG LIGHT	White lights for locomotives, red for observation car .....	58.50
LOCOMOTIVE BELL	Complete with MOTOR CONTROLS. 6 volt systems .....	57.50

#### TERMS: F.O.B. North Tonawanda, New York.

Cash Basis— 10% Deposit to accompany Order. Balance—Net Cash at time of shipment.

Finance Plan—10% Deposit to accompany Order. 23 $\frac{1}{3}$ % at time of shipment. Time Balance (Unpaid Balance plus Time Price Differential) by Note maturing over three operating seasons, and secured by a Conditional Sales Contract.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE



# PRICE LIST



This is the Power Unit used on all G-16 Models.

COMMUTER — SUBURBAN — LIMITED — TRANSCONTINENTAL.

## MODEL G-16 COMMUTER



Length 43' Seating Capacity 24 Adults

Commuter to consist of a Locomotive, 1 Center Coach, 1 Observation Coach; Train equipped with air brakes on every wheel of the entire Train, revolving Zig-Zag lights front and rear; Locomotive equipped with Electric Bell and Air Horn

Locomotive will handle up to four additional cars.

9,325.00

## MODEL G-16 SUBURBAN



Length 60' Seating Capacity 36 Adults

Suburban to consist of a Locomotive, 2 Center Coaches, 1 Observation Coach; Train equipped with air brakes on every wheel of the entire Train, revolving Zig-Zag lights front and rear; Locomotive equipped with Electric Bell and Air Horn.

Locomotive will handle up to three additional cars.

10,925.00

## MODEL G-16 LIMITED



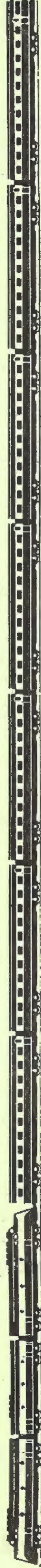
Length 85' Seating Capacity 48 Adults

Limited to consist of a Locomotive composed of two "A" Power Units, 3 Center Coaches, 1 Observation Coach; Train equipped with air brakes on every wheel of the entire Train, revolving Zig-Zag lights front and rear; Locomotive Units each equipped with Electric Bell and Air Horn. Can be operated as one complete two power unit train or as two separate single power unit trains.

Locomotive will handle up to eight additional cars.

18,500.00

## MODEL G-16 TRANSCONTINENTAL



Length 143' Seating Capacity 84 Adults

Transcontinental to consist of a Locomotive composed of two "A" Power Units and one "B" Power Unit, 6 Center Coaches, 1 Observation Coach; Train equipped with air brakes on every wheel of the entire Train, revolving Zig-Zag lights front and rear; Locomotive units each equipped with Electric Bell and Air Horn. Can be operated as one complete three power unit train or as a Suburban and a Limited Train

Locomotive will handle up to twelve additional cars.

28,550.00

A Locomotive can consist of one, two, three or more Power Units, these Power Units being either "A" Lead Units or "B" Booster Units. The control of the Train in a multiple Unit Locomotive is all handled from one cab by one operator. Each Unit, either "A" or "B", is powered by a gasoline air cooled industrial engine driving through a Fluid Coupling or Clutch, and a reversing Transmission to both trucks and all wheels.

MINIATURE TRAIN DIV.  
ALLAN HERSCHELL COMPANY, INC.

Phone Ludlow 4300

104 OLIVER STREET  
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COMMUTER — SUBURBAN — LIMITED — TRANSCONTINENTAL.

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Length 43' Seating Capacity 24 Adults

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9,325.00

Locomotive will handle up to four additional cars.

### MODEL G-16 SUBURBAN



Length 60' Seating Capacity 36 Adults

Suburban to consist of a Locomotive, 2 Center Coaches, 1 Observation Coach; Train equipped with air brakes on every wheel of the entire Train, revolving Zig-Zag lights front and rear; Locomotive equipped with Electric Bell and Air Horn.

10,925.00

Locomotive will handle up to three additional cars.

### MODEL G-16 LIMITED



Length 85' Seating Capacity 48 Adults

Limited to consist of a Locomotive composed of two "A" Power Units, 3 Center Coaches, 1 Observation Coach; Train equipped with air brakes on every wheel of the entire Train, revolving Zig-Zag lights front and rear; Locomotive Units each equipped with Electric Bell and Air Horn. Can be operated as one complete two power unit train or as two separate single power unit trains.

18,500.00

Locomotive will handle up to eight additional cars.

### MODEL G-16 TRANSCONTINENTAL



Length 143' Seating Capacity 84 Adults

Transcontinental to consist of a Locomotive composed of two "A" Power Units and one "B" Power Unit, 6 Center Coaches, 1 Observation Coach; Train equipped with air brakes on every wheel of the entire Train, revolving Zig-Zag lights front and rear; Locomotive units each equipped with Electric Bell and Air Horn. Can be operated as one complete three power unit train or as a Suburban and a Limited Train.

28,550.00

Locomotive will handle up to twelve additional cars.

A Locomotive can consist of one, two, three or more Power Units, these Power Units being either "A" Lead Units or "B" Booster Units. The control of the Train in a multiple Unit Locomotive is all handled from one cab by one operator. Each Unit, either "A" or "B", is powered by a gasoline air cooled industrial engine driving through a Fluid Coupling or Clutch, and a reversing Transmission to both trucks and all wheels.

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FORM NO. 1R-057-2M-257

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